



CITY OF NEWPORT BEACH

NEIGHBORHOOD REVITALIZATION COMMITTEE

AGENDA

**Newport Beach City Hall
Council Chambers**

**Thursday, June 16, 2011
4:00 p.m. to 5:30 p.m.**

Mike Henn – Chair
Rush Hill, Ed Selich – Council Members

1. Welcome, (Mayor Henn)
2. Approval of Minutes for April 6, 2011
3. Approval of Minutes for May 12, 2011
4. Prioritization of Economic Revitalization Areas
5. Future Agenda Item: Appointment of Citizen Advisory Panel for Lido Marina Village / City Hall site
6. Roundtable Discussion
7. Next Meeting – June 30, 2011 at 4:00 p.m.
8. Adjournment

THIS MEETING IS SUBJECT TO THE RALPH M. BROWN ACT. AMONG OTHER THINGS, THE BROWN ACT REQUIRES THAT THE AGENDA BE POSTED AT LEAST 72 HOURS IN ADVANCE OF EACH MEETING AND THAT THE PUBLIC BE ALLOWED TO COMMENT ON AGENDA ITEMS BEFORE THE CITY COUNCIL AND ITEMS NOT ON THE AGENDA BUT ARE WITHIN THE SUBJECT MATTER JURISDICTION OF THE CITY COUNCIL. THE CITY COUNCIL MAY LIMIT PUBLIC COMMENTS TO A REASONABLE AMOUNT OF TIME, GENERALLY EITHER THREE (3) OR FIVE (5) MINUTES PER PERSON.

IT IS THE INTENTION OF THE CITY OF NEWPORT BEACH TO COMPLY WITH THE AMERICANS WITH DISABILITIES ACT (ADA) IN ALL RESPECTS. IF, AS AN ATTENDEE OR A PARTICIPANT AT THIS MEETING, YOU WILL NEED SPECIAL ASSISTANCE BEYOND WHAT IS NORMALLY PROVIDED, THE CITY OF NEWPORT BEACH WILL ATTEMPT TO ACCOMMODATE YOU IN EVERY REASONABLE MANNER. PLEASE CONTACT LEILANI BROWN, CITY CLERK, AT LEAST 72 HOURS PRIOR TO THE MEETING TO INFORM US OF YOUR PARTICULAR NEEDS AND TO DETERMINE IF ACCOMMODATION IS FEASIBLE (949-644-3005 OR CITYCLERK@NEWPORTBEACHCA.GOV).

Meeting Minutes
NEIGHBORHOOD REVITALIZATION COMMITTEE
Organizational Meeting

Location: Council Chambers
4:00 p.m., Wednesday, April 6, 2011

1. **Welcome and Introduction** Mayor Henn convened the meeting at 4:00 p.m. The following persons were in attendance:

Committee Members

- Mayor Michael Henn (Chair)
- Council Member Rush Hill
- Council Member Ed Selich

City Staff

- Dave Kiff, City Manager
- Dana Smith, Assistant City Manager
- Steve Badum, Public Works Director
- Jim Campbell, Principal Planner
- Tara Finnigan, Public Information Manager
- Kim Rieff, Department Assistant

2. **Organizational Issues**

a. What's the best day and time for the Committee to meet?

Mayor Henn said there will be a scheduled meeting date and a standing meeting time every month. He suggested the 2nd Thursday of every month at 4:00 p.m.

b. What's the best location?

Mayor Henn suggested the Council Chambers for the location.

c. Advisory Group/Panel – how many, method of selection, should the members vary by geographic area?

Mayor Henn said the advisory groups should have up to seven people. The method of selection would be done by application. Discussion ensued about the advisory groups.

Council Member Selich suggested not having the intermediate group; just individual groups for each area.

3. **Review of the Committee's Workplan**

a. Are there any potential changes to the early draft of the scope that Council approved?

Mr. Kiff said this meeting is to review the committee's workplan in the Resolution. The scope includes six key steps. The first step is to review the proposed list of six items:

- Current City Hall Site/Lido Marina Village
- Balboa Village
- Mariner's Mile

- Corona Del Mar entry at MacArthur
- Bristol Road South in Santa Ana Heights
- West Newport Beach-Balboa Boulevard, West Coast Highway

Mr. Kiff suggested considering how to prioritize the list, for example, whether to tackle an area that has poor infrastructure or a need for economic development first.

Council Member Hill suggested timing be a criteria.

An attendee asked if it would be possible to add the area of the Balboa Village to include the old east Newport commercial district, and the area of the library, fire station and the 500 block of East Balboa Blvd. That area is a focus for the central area of Balboa. It's a historical shopping area.

Mr. Hawkins suggested including PCH to Dover up to West Cliff and then to Irvine. That commercial area has experienced problems.

An attendee asked why Old Newport was not on the list.

In response to Mr. Morissette, Council Member Hill said the City Council will decide the perimeter of an area.

Mayor Henn asked staff to come back with a recommendation of what the list should look like and then the committee could prioritize it. There will be opportunities for this list to evolve going forward.

In Response to Ms. Morris, Mr. Kiff said the committee will make a recommendation to the Council as to what areas to address first.

Mr. Kiff said there will be a budget for each area.

Mayor Henn suggested that at the next meeting the committee would come back with a short description of the project and how it might be organized.

b. What current resources are available (General Plan, previous visioning documents) and what additional information is necessary?

An attendee stated that the Corona del Mar BID has put aside \$50,000 to help promote part of their re-visioning program and he suggested the other BIDs could consider something similar. Mayor Henn agreed with him that once it's decided what needs to be worked on, this phase does include identifying those resources.

c. What additional resources (staff or consultant) are needed for each item?

No comments were made.

d. What City Council "Check-In" times are appropriate within the workplan?

Mr. Kiff said the next step is the recommended prioritization.

e. What is the anticipated conclusion date for the Committee or individual phases of work?

In response to an attendee, Mr. Kiff said the Committee would sunset on December 31, 2012.

4. Roundtable or Additional Public Comments

No comments were made.

5. Set Next Meeting

The next meeting was set for May 12, 2011, at 4:00 p.m.

6. Adjournment

The meeting adjourned at 5:35 p.m.

DRAFT

Meeting Minutes NEIGHBORHOOD REVITALIZATION COMMITTEE

Location: Council Chambers
4:00 p.m., Thursday, May 12, 2011

1. **Welcome and Introduction** Mayor Henn convened the meeting at 4:00 p.m. The following persons were in attendance:

Committee Members

- Mayor Michael Henn (Chair)
- Council Member Rush Hill

Committee Member Absent

- Council Member Ed Selich

City Staff

- Dave Kiff, City Manager
- Dana Smith, Assistant City Manager
- Steve Badum, Public Works Director
- Dave Webb, Deputy Public Works Director
- Leonie Mulvihill, Assistant City Attorney
- Jim Campbell, Principal Planner
- Kim Rieff, Department Assistant

2. **Public Comments on Non-Agenda Items**

No comments were made.

3. **Discussion and recommendation prioritizing the Neighborhood Revitalization Project areas (staff presentation on preliminary estimates of scope, time, and costs).**

Mayor Henn said the main item today is to talk about how we want to prioritize the projects on the list and determine the resource availability of what we can do.

Ms. Smith discussed the draft Priority Matrix chart. She said this chart is to describe in general terms what we think each project might entail. The first step is to set the priority. Once we know the top three or four projects we will go back and start the frame work to get these projects up and moving very quickly.

Ms. Smith said staff has given a recommendation. It's not final it's subject to this committee, your testimony, your input, your thoughts as well as the Council's thoughts about how we should prioritize.

Ms. Smith discussed the types of criteria, staff support, anticipated consultant services, specialists needed to work with the advisory panel, should it be contracted out or in, costs, and the staff's recommendation in the additional comment section on the matrix.

Current City Hall/Lido Marina Village

Ms. Smith said that the staff recommended moving forward with this project as the number one priority. She said the project is currently underway with an active land owner and that the City is moving off of this site. So making a determination and completing our planning efforts is of utmost interest to the City and it's paramount that we keep our timing and keep moving forward.

Mayor Henn said we will have a situation where the current Pavilions store is going to be dark for months no matter what we do. This will have an impact on the rest of the center, the area, and the availability of a good retail offering for the residence in the area. The objective is to minimize the amount of down time and work in conjunction with the owner of the property to get an attractive revitalized center to pair off with what is already happening at the old Albertson's center. We have property owners who are anxious to move forward.

Council Member Hill said from previous public hearings there is a sense of urgency from the people that live on Lido as well. We have a significant opportunity because of the City Hall site becoming vacant and the Duda property going through changes. He said if we don't go forward we will have a significant attractive nuisance on our hands with respect to the site as well as the Duda site next door. It's also a significant gateway to the peninsula.

Mayor Henn said the approved land use concept includes this site. We need to finalize our view not only of the ownership but more importantly planning what the final use elements are for this site.

Ms. Smith said we will form a Citizens Advisory panel very quickly if this is our number one priority.

Mayor Henn said the idea is to prioritize what we want to tackle and how many of those priorities we can tackle first. He said the group will recommend to the City Council in a public setting the final decisions about this. The first thing that would happen is we would determine the nature and the citizen involvement for each of the priorities.

A property owner said she agrees that the Lido Village area should be the top priority.

Mr. Bettencourt said a column needs to be added to the matrix that shows if the properties are within Caltrans jurisdiction because that will raise special issues certainly for Mariners Mile. He said he would add a column to the matrix as to whether or not the vision of what we would like to achieve is consistent with the current local coastal plan and land use element because it will add additional complexity. He said he would also add if the condition for any of the areas is likely to require major parcel assemblage.

Mr. Helm said he sees the Lido Village project as a once in a generation actually two generations one with the City Hall moving and the Duda property renovation. This is the one time we are going to have to tie this together and provide a gateway community.

Mr. Hawkins said he agrees with Council Member Hill that this is a gateway area.

Council Member Hill said he added a column to the matrix that is important to the priorities and the potential return on investment.

In response to Mr. Bramberg, Mayor Henn said the fundamental planning for Marina Park is done.

Corona del Mar entryway –PCH and MacArthur

Ms. Smith said the redesign of the area of MacArthur and Pacific Coast Highway is something the improvement district in Corona del Mar seeks to move along fairly quickly. They also believe it will enhance the area, and businesses. There was a parking study done previously that Council Member Gardner would like to see implemented in Corona del Mar so this would be added to the Corona del Mar feature. Staff ranked it highly because it already has strong commitment in the community to move forward on this project. It has a fairly significant capital component which would require us to re-program our CIP and it has a design component.

Mayor Henn said the design plan, the parking component, and the approval of doing the design work is subject to City Council approval at a public noticed regular meeting. If the plan is approved there would need to be a secondary approval which is the approval to do the work. This could require more money than just the cost of the plan.

Ms. Lesley said this is the only one that is not marked in poor physical condition and its number two. She said poor physical condition should be the main factor.

A resident said there has been a considerable amount of money in upgrades along Pacific Coast Highway starting at Jamboree all the way to Laguna with Corona del Mar being the prime source. She said it's not a needy area and doesn't see it as number two.

Mr. Svalstad said the reason this should be chosen is because the Corona del Mar Business Improvement District has \$75,000 to pay for this and we are asking for staff time to get a cost of what it would take to implement this.

Mr. Nichols said this is the most impacted area along Coast Highway and the public transit system of a State highway. This would be a terrible place to impact traffic.

Mr. Hawkins asked does the planning process include some sort of analysis of the intersection.

In response to Mr. Hawkins, Mr. Badum said the process does include that. He said there was a study done to see what would happen if the lane was dropped. We will have to do some analysis to see what it does to the level of service and how it compares to the General Plan.

Mr. Palmer said the issue about closing the lane is if anybody is trying to turn left from MacArthur that's where the lanes narrow down from three to two. He said the businesses in Corona del Mar over the past five to ten years have put over \$350,000 into the improvements.

Mr. Yeo said to follow up with what Mr. Palmer said we have been working on improving Corona del Mar from a beautification stand point as well as making it more conducive to pedestrian traffic. This is really one of the most important things we could do in Corona del Mar to improve those things.

Balboa Village

Ms. Smith said staff suggested the Balboa Village area in terms of visioning, the commercial area, and the infrastructure. We primarily made this recommendation because of the activities that are ongoing currently on the peninsula. It's an area that needs to have the parking addressed and a vision for economic development. It is an iconic little community in Newport Beach.

Mayor Henn said the reason he feels a sense of urgency for Balboa Village is there are a couple of stake holders in the area that need to move ahead with substantial plans. The Nautical Museum has a very large capital fund and so does the Balboa Theater. We are going to have to describe a new vision for this area for donors to feel confident that a significant contribution to either of those projects will be worthwhile in the long run.

Mr. Dildine said the area is going down every day with the private property owners.

Mr. Palmer said this is an extremely important part of this project. The biggest thing we could achieve here is a dialogue between the resident associations and the Business Improvement Districts as well as the owners of the property.

West Newport Beach – Balboa Boulevard, West Coast Highway

Ms. Smith said this is a beautification project.

Mr. Watkins said this project should be moved up. The project would have low staff time, it can be done quickly, and maybe the encroachment fund could be used for the improvement of West Newport in this area.

Mr. Kiff said this is his favorite project. He said our investment in this part of town would help turn that part of town into a kind of place we want West Newport to look like.

Ms. Jamison said she supports the improvement of the West Newport area.

Mr. Hawkins said this project should be moved up on the list.

Mr. Morissette said there is a portion not a median on Newport Boulevard between 26th and 30th and the properties right in the middle of that are really rough looking. In terms of a gateway that is a really rough looking area.

Mariner's Mile

Council Member Hill said his concern regarding Mariner's Mile is the City through the General Plan that was approved about five years ago is now bringing the zoning code in compliance. His concern is that there is a greater picture to look at as it relates to marine orientation. A more comprehensive look at the zoning code to insure this new incentive

for revitalization is applied and would work for the commercial aspect of it. It needs to stay Mariner's Mile not by legislative mandate but by market driven opportunities. He said it needs more review and it needs more visioning.

Mr. Nichols said he would hate to see too much residential. Then there would be constant traffic out on the highway.

Santa Ana Heights – Bristol Street Landscaping Project

No Comments were made about Santa Ana Heights.

Mayor Henn said the critical issue is what can be included in the first set of projects. He said he thinks more than one project could move forward. It is a question of the mix of projects, the complexity, and the availability of staff resources.

In response to a resident, Mayor Henn said we will find money to move forward with the necessary projects on the list recognizing we can't do them all at once.

Mr. Kiff said we are interested in seeing the priorities then we would assign an estimated budget to each project and draw a line somewhere based on what we know. He said he does not see spending more than \$300,000 or \$400,000 on this.

In response to a resident, Mayor Henn said we will sort out the applications that will be applicable to the particular two or three projects we are going to move forward on and make sure that we select a group for those projects.

Ms. Smith asked the Committee if they would like staff to go back and take the top four or five projects give more detail in terms of overall budget costs, components, and staff resources. It's a budgeting issue that is going to help drive this as well as some of the comments.

Council Member Hill said he thinks some of these projects are going to go quick with a very low cost.

Mayor Henn said it's not just a financial matter we also need human resource.

4. Roundtable Discussion

No comments were made.

5. Set Next Meeting

The next meeting was discussed for June 9, 2011.

6. Adjournment

The meeting adjourned at 5:30 p.m.

AREAS	Consultant Services	Staff or Contract Project Manager	Level of Staff Support	Cost	Proposed Tasks	CAP Purpose	Schedule	Comments
PRIORITY 1 (FY 11/12)								
Current City Hall Site/Lido Marina Village	Land use, Environmental, Design	Contract Manager	Medium	\$	Phase 1: Prepare and Adopt Via Lido Design Guidelines	Phase 1: Work with consulting team to guide drafting of Design Guidelines and make recommendations to CC Ad Hoc Committee.	Phase 1: Consultant contract award scheduled for Council Action on June 14; Draft Guidelines in August/September 2011; CAP and Ad Hoc Committee recommendations in October 2011. Planning Commission and City Council meetings in October/November 2011.	Project is currently underway because of the activities of one of the major land owners and the need for the city to continue its planning for the reuse of the City Hall site. Lot line adjustment in process.
			Medium	\$\$	Phase 2: Further define Alternative 5B for City Hall Site, taking into consideration the West Newport Community/Peninsula facilities .	Phase 2: Review and provide guidance to consulting team on the alternative Land Use/Design Plans for City Hall Site Plan 5B and Make Recommendations to CC Ad Hoc Committee.	Phase 2: RFP sent out and contract award July/August 2011; Present Alternative Design Plans for Community and CAP review and comment in January/February 2012; Planning Commission and City Council meetings in March/April 2012.	Project may begin prior to the completion of the Via Lido Design Guidelines.
Balboa Village	Economic, facilitation, land use, design, parking & infrastructure	Contract Manager	High	\$\$ or \$\$\$	Prepare an Economic Vision and Revitalization Strategy that addresses market opportunities and constraints; infrastructure capabilities; and previous economic development efforts.	Work with Consulting team to define and draft a refreshed "Vision Plan" for Balboa Village. Study and review pertinent data, trends, and economic development tools that will infuse economic growth /stability and make concrete recommendations to the CC Ad Hoc Committee.	Economic Consultant contract award is benchmarked to the near completion of the Banning Ranch project (approximately December 2011).	Some private commercial properties in poor condition and underperforming. Area needs a new strategy to improve the image - The City recently completed a \$9 million investment in public infrastructure, a nautical museum and community theater is proposed. Revisit of land uses and Coastal Commission's previous decisions may be considered.
West Newport Beach-Balboa Boulevard, West Coast Highway	Engineering & Design (Future Economic & Land Use)	Contract & Internal	Medium	\$\$	Prepare a Median Improvement Project - complete with design plans and construction bid documents	Provide guidance and community input on design plans and make recommendations to CC Ad Hoc Committee.	Complete design in 2011-12; Construct in 2012-13.	Primarily a design and median improvement project. Upon completion of the infrastructure improvements, the Council may choose to analyze underperforming businesses in the area.
Corona del Mar entry at MacArthur	Facilitation, Engineering & Design	Contract & Internal	Medium	\$	Prepare an Entryway Enhancement Project in coordination with the BID - complete with design plans and construction bid documents.	Provide guidance and community input on design plans and make recommendations to CC Ad Hoc Committee.	Award contract for Consultant and Complete design plans in 2011-12; Construct in 2012-13.	The design portion can be managed by Public Works as a CIP project but, a contract manager would be used to work with the BID and process the General Plan Amendment and implement the parking study recommendations.
\$ = < \$200 \$\$ = \$200k-300k \$\$\$ = \$300k-\$400k								

AREAS	Consultant Services	Staff or Contract Project Manager	Level of Staff Support	Cost	Proposed Tasks	CAP Purpose	Schedule	Comments
PRIORITY 2 (FY 12/13)								
Santa Ana Heights - Bristol Street Landscaping Project	Engineering & Design (Future Economic & Land Use)	Contract	Medium	\$\$	Prepare an Entryway Enhancement Project including landscaping and hardscape improvements.	Provide guidance and community input on design plans and make recommendations to CC Ad Hoc Committee.	Complete design in 2012-13; Construct in 2013-14.	Continued look at ways to enhance the Santa Ana Heights area. A potential Phase 2 would be preparation of a future economic analysis and review of infrastructure deficiencies.
Mariner's Mile (PCH from Dover to Newport Boulevard)	Economic, facilitation, land use, Engr & design	Contract	High	\$\$\$	Prepare a Comprehensive Land Use and Circulation Study. The study shall consider market opportunities and constraints and recommend economic strategies for revitalizing the area. Additional areas of concern include parking and Harbor excursion services.	A multi-layered approach to complex issues requires an advisory CAP to provide a forum for community exploration of new land uses, urban design program, and circulation concepts. The CAP would provide guidance to staff and consultants and review draft concepts, plans and strategies for revitalizing Mariners Mile.	Preparation of RFP and Contract Award should occur early in FY 12/13; preparation of draft plan/strategies may take 6 to 9 months to complete.	The City's MPAH/General plan requires Coast Highway to be six lanes with dual left turn lanes at Riverside. Coast Highway is owned by the State. A Contract Manager is required because of the complexities of a comprehensive planning effort specific to the area. Harbor Commission considers future mixed use an issue with continued Harbor excursion services. Parking issues (lack of parking on Harbor side).
\$ = < \$200 \$\$ = \$200k-300k \$\$\$ = \$300k-\$400k								